

## **Historic, Archive Document**

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# 1950

## GENERAL LIST

### LA ROCHETTE NURSERY

VICTOR REITER, JR.

1195 Stanyan Street  
San Francisco 17,  
California

LOmbard 6-2929

For descriptions of our new creations for  
1950 please consult our special novelty list.

#### NEW ADDITIONS TO THE GENERAL LIST:

**DR. JULES WELCH (Evans)** A very crisp double flower with petals marbled purple, magenta and rose with rose sepals. A low bushy grower with leathery foliage. This plant is said to be outstanding in warmer areas but it may lack vigor in cooler climates. A flower of the finest substance.

**MRS. W. P. WOOD (W. P. Wood)** A small-flowered pale rose near-white single of great vigor. This variety is similar to *F. Magellanica* *Molinae* (*macrostemma alba*) but the flowers are larger, the foliage is sparser and the bloom is much more free. We imported this one from England through the courtesy of Mr. W. P. Wood.

**SAN PABLO (Crumley)** A pale orchid sport of the hanging variety San Mateo discovered and introduced by Crumley's Nursery of San Pablo. Positively sensational with its trailing branches smothered in huge orchid and lavender flowers. A must.

**Please Note:** All our 1949 Fuchsia introductions with the exception of Flying Cloud have been incorporated in the General List at the same standard price as all older varieties. The variety Flying Cloud, because of its short supply and its merit is being maintained at the higher price of the 1950 introductions.

#### DOUBLE "PURPLE" GROUP

- \* **CHRYSANTHEA**—easy, full trailer, red and purple.
- # **COMMANDER IN CHIEF**—largest red and purple.
- CREOLE (1949 Schnabel)**—ox blood and maroon.
- # **GYPSY QUEEN**—red and mauve, fine.
- MISS PRIM**—light red and purple.
- MRS. DESMOND**—darker than Gypsy Queen.
- PHENOMENAL**—fine old red and purple.
- # **REITER'S GIANT**—freest large purple, strong.
- ROYAL PURPLE**—fine color, medium size, bushy.
- #\* **SAN MATEO**—large red and purple, trailer.
- #\* **THE DOWAGER (1949 Reiter)**—large, free red and purple.
- ½\* **TITANIC**—climbing marbled light purple.
- #½\* **UNCLE JULES**—bluish purple, extra.
- WINSTON CHURCHILL**—red and "blue" pot variety.

## SINGLE "PURPLES"

- x **ESPERANZA**—small red and purple, free.
  - JUPITER**—spreading petals, red and purple, fine.
  - LORD BYRON**—small free-blooming Jupiter.
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## DOUBLE MAGENTA ("RED") GROUP

- #x\* **ANNA**—finest large magenta.
  - BEAUTY OF EXETER**—old favorite magenta.
  - # **CLARION (1949 Reiter)**—strong globular crimson.
  - #x **CRESCENDO**—brilliant red and magenta.
  - FESTIVAL**—light magenta, strong upright.
  - PORTOLA**—carmine and tyrian rose, medium flower.
  - ROULETTE**—See 1950 list \$1.00.
  - #x **RUBEO**—very fine, carmine and crimson.
  - x **SANTA CRUZ**—crimson, large.
  - SUNBURST**—carmine & crimson, medium, semi-double.
  - x **VICTORY**—fine magenta, long sepals.
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## SINGLE MAGENTAS

- x\* **BUTTERFLY**—large, fine away from coast.
  - #\* **CASCADE**—pale magenta, best trailer.
  - #\* **CLARET CUP**—darker, large semi-double, Cascade.
  - ½\* **GALLI CURCI**—small, pink and pale purple, strong.
  - # **GAY SENORITA**—immense light magenta.
  - \* **HALLOWEEN**—larger, pinker, later Cascade.
  - x\* **MARINKA**—old favorite, dark reddish magenta.
  - MEPHISTO**—small, free, intense deep magenta.
  - ½\* **MURIEL**—old favorite magenta.
  - \* **NIOBE**—See 1950 list \$1.00.
  - RED MONARCH**—well-formed magenta.
  - #\* **RED SPIDER**—finest magenta trailer.
  - ½\* **SHARON**—Scarlet and Rose Bengal, vigorous.
  - \* **UTOPIA**—strong climber, huge, magenta.
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## DOUBLE WHITE AND PINK (red sepals)

- x **BARRINGTON**—1947 heat tolerant, small Fascination.
  - BUFFON**—red and pinkish globular.
  - # **CATALINA (White Wonder)**—red and white Gypsy Queen.
  - DR. JOHN GALLWEY**—large elegant red and white.
  - # **FASCINATION**—good small bush, flowers fine, very pink.
  - HOLLYDALE**—Fascination colored Winston Churchill.
  - x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
  - MME. JACQUES FEUILLET**—huge, loose red & pink.
  - ½\* **MOLESWORTH**—clear red and white, medium, good.
  - # **PAN AMERICA**—finest red and rosy white, huge.
  - # **STORM KING (Frau Emma Topfer)**—healthy large red and white.
  - YULETIDE**—Crimson and creamy white, very double.
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- # good commercial variety
- \* trailer
- x stands heat

## SINGLE RED AND WHITE

**ALICE HOFFMAN**—small bush, small red and white flowers.

**AVIATOR**—medium red and white good.

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## WAXY WHITE AND APRICOT TUBED SINGLES

**AURORA SUPERBA**—yellowest orange.

# **FALLING STARS**—scarlet and turkey red.

**LADY HEYTESBURY**—white and crimson, upright.

**LUSTRE IMPROVED**—white and crimson, medium vigor.

**MRS. RUNDLE**—old favorite, apricot, graceful.

\*\* **MRS. VICTOR REITER**—white and crimson, best trailer in color.

½\*x **SAN FRANCISCO**—carmine, rose & geranium lake, fine.

# **"SUPER BRITISH"**—unlabeled from England, white and crimson.

**VENUS VICTRIX**—1840 original white tube, historical.

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## APRICOT TUBED, SPREADING PETALS

**LUCIENNE BREVAL**—rose sepals and petals, fine but difficult.

# **MAZDA**—carmine, fine grower.

**ROSE PILLAR**—neyron rose and geranium lake, tall.

**SACRAMENTO**—pale carmine, strong, heat tolerant.

# **SUNSET**—salmon orange, free.

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## PASTEL SINGLES

**COUNTESS OF ABERDEEN**—small pot variety, dainty rose white.

x **ERECTA**—small pale lavender.

**FORMOSISSIMA**—white tube and sepals, rose petals, very beautiful.

#½\* **JACK SHAHAN**—rose bengal showy.

**MADemoiselle**—dainty, tiny rose flowers.

# **MELODY**—pale neyron rose, good form, tops.

x **MRS. W. P. WOOD**—palest rose, very strong, hardy.

\* **PINK SHOWER**—pale rose—cool.

**ROSE OF DENMARK**—perfect rose flowers, slow, fine.

#x **STARGAZER**—improved darker large Erecta.

½\* **TREASURE ISLAND**—small, pale lavender climbing.

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## DOUBLE WHITES

# **AVE MARIA**—bushy, practically white.

##½\* **FLYING CLOUD (Patented Reiter 1949)**—rosy white, easy \$1.00.

#½\* **JOAN OF ARC**—pure white, fine form.

# **MARIONETTE**—small bush, rose and white.

**PATTY EVANS**—large rose and white, vigorous.

**WHITEMOST**—large, rose and white, fine color.

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## NOVELTY DOUBLE PASTELS

**BABY DOLL (1949 Reiter)**—white and pale orchid.

**COLOMBINE (1949 Reiter)**—white and rhodamine purple.

# **CRINOLINE**—See 1950 list \$1.00.

**DIADEM**—medium pale rose and peony purple.

½\* **ELSA**—large Nonpareil, less vigor, beautiful.

**FLIRTATION**—pale rose Lucky Strike.

½\* **PASTEL**—pale rose and orchid pink, free.

\*\* **SAN PABLO (Crumley)** pale orchid San Mateo.

## **SEVENTEEN**—all clear rose, tip top \*\*\*\*

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# good commercial variety

\* trailer

x stands heat

## DOUBLE PALE BLUES AND PURPLES

- \* **AUNT JULIANA**—See 1950 list \$1.00.
  - #\* **BLUE PENDANT (1949 Brown)**—beautiful light blue.
  - ECSTASY**—pale rose and blue, cool.
  - LUCKY STRIKE**—rose and purple marbled rose, striking.
  - NEW HORIZON**—See 1950 list \$1.00.
  - \* **NONPAREIL**—pale rose and pale lavender, supreme.
  - ROSEMARYE**—pale pink and pale violet, small.
  - # **SEA FOAM**—rosy white and smokey purple.
  - # **TREASURE**—fine "blue" type, large.
  - ½\* **VALENTINE**—large rosy white and imperial purple.
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## VARIEGATED

- ½\* **AUTUMNALE**—young foliage golden, magenta flowers.
  - MAGELLANICA VARIEGATA**—strong, silvery variegated, good.
  - ½\* **MRS. GEORGE MARTYN**—golden variegated Prince of Orange.
  - SUN RAY**—very variegated, slow grower.
  - TOM WEST**—F. "alpestris" with light speckled foliage.
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## TRIPHYLLA HYBRIDS (SINGLE)

- x **GARTENMEISTER BONSTEDT**—clusters, red leaves.
  - x **LEVERKUSEN**—lots of firecrackers.
  - x#\* **MANTILLA**—pure Carmine exquisite—heat.
  - #\*x **TRUMPETER**—geranium lake, long tube.
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## SPECIES AND NEAR SPECIES

- BOLIVIANA ALBA**—long hanging flowers, huge leaves, brilliant.
  - CHANG**—small flowers, orange.
  - # **FANFARE**—long turkey red winter flowers, climbing.
  - PROCUMBENS**—creeper, orange berries, straw and blue upright flowers.
  - REFLEXA**—tiny orange flowers, small bush.
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## STRONG SHRUBS

- CARDINAL**—single magenta.
- "GOLDEN GATE PARK"**—a semi-double magenta seedling from our nursery which grows amazingly.
- SCHILLER**—rose and lavender.

Other fuchsias are stocked and can be supplied to order.  
Please inquire.

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PRICES: of all varieties on the above list  
After April 1st 50¢ each from 4 inch pots.  
Before April 1st — 50¢ from 2¼ inch pots.  
(unless 4 inch pot plants already available)

Add 3% Sales Tax in California  
Add 3½% in San Francisco

SHIPMENTS: Minimum shipments \$3.50, packing free.  
Cash with your order, not prepaid.  
Give your complete address.  
Specify express or parcel post.  
(Express strongly recommended)

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

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- # good commercial variety
- \* trailer
- x stands heat